

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Lafayette Ind.

Missouri Enterprise

Lafayette Industries Implements Marketing Plan

Client Profile:

Lafayette Industries assembles parts and performs packaging and labeling services for its clients, primarily manufacturers. The company employs 220 people at its St. Louis, Missouri, location. In operation for 26 years, Lafayette Industries generates \$980,000 in annual sales.

Situation:

Lafayette Industries realized it needed a marketing plan to meet its sales increase goal but didn't have the internal knowledge to develop one. The company requested bids from 30 companies and selected Missouri Enterprise, a NIST MEP network affiliate, to develop its marketing strategy.

Solution:

Missouri Enterprise developed a marketing plan for Lafayette Industries by outlining the specific strategies and action plans to grow sales. After the marketing plan was completed, Lafayette Industries hired Missouri Enterprise to implement the plan. Normally, another bid process would be required. However, because Lafayette was so pleased with Missouri Enterprise's performance, that new bid process was waived. The implementation included the development and launch of a new web site, a new brochure, a direct mail campaign, customer profile, and target list.

Results:

- * Gained additional sales of approximately \$100,000.
- * Anticipated \$200,000 in sales volume through the new website.
- * Developed a new brand.
- * Targeted specific industries and needs.
- * Developed a methodology to keep in touch with lost customers.
- * Raised the overall professionalism of the organization and its personnel.
- * Proceeded with a 30,000 square foot expansion to accommodate additional business.
- * Increased employment by 25 percent.
- * Obtained clients outside of St. Louis, including many from other states.

Testimonial:

"Missouri Enterprise helped us take a hard look at our current business and helped us move it to the next level."

Karen Van Berkel, Sales and Marketing Manager